



SCORESBY PRIMARY SCHOOL

Use of Children's Work and Photographs for Public Display Policy

2019

RATIONALE

This policy is to ensure the collection and use of student photographs and/or film in schools:

- Protects the personal information of individuals
- Respects the individual's right to control how and for what purpose their personal information is used
- Complies with the relevant legislation and State Government policy

AIM

Photographs, video, digital images of a student or their work are considered "personal information" and therefore their use and disclosure are governed by the Victorian Information Privacy Act 2000. The Information Privacy Act sets the rules on how schools should manage personal information. Information privacy principles under the Act require the collector of information to make sure:

- Personal information is only be collected for lawful purposes
- The purpose of collecting the information is made clear to the individual concerned, whether the information is required under law, and any person or organisation to whom the information will be disclosed
- The information collected is relevant and does not intrude unreasonably on the individual's personal affairs
- The information is protected from unauthorised access or misuse
- They keep a record of the nature and purpose of the records kept and the individual concerned is entitled to access their records and information
- Any records or information are kept up to date and relevant to the purpose for which they are kept
- The information is not used for any other purpose unless the individual has given consent
- Shall not disclose the information to another organisation unless authorised under law.

Schools require authority/ consent from parents to share work, images or information online.

Photographs, video and digital images of students may also contain copyright, and therefore may also be governed by the Commonwealth Copyright Act 1968.

IMPLEMENTATION

This policy outlines the practices that Scoresby Primary School has in place for the collection, use and disclosure of images of students to ensure compliance with the *Privacy and Data Protection Act 2014* (Vic). It also explains the circumstances in which Scoresby Primary School will seek parent/carer consent and how consent can be provided and/or withdrawn.

As a general rule, use relates to images which are shared and distributed only within the school for school purposes (i.e. ID photos, Compass), whilst disclosure is used for images which are shared and distributed outside of the school staff and are available to other students, parents/carers and the wider school community.

Scoresby Primary School will ensure that parents/carers are notified upon enrolment and at the commencement of each school year of the ways in which our school may use images of students. There are many occasions during the school year where staff photograph, film or record students participating in school activities or events, for example classroom activities, sports events, performances, excursions, camps etc. We do this for many reasons including to celebrate student participation and achievement, showcase particular learning programs, document a student's learning journey, participation in camps, excursions, incursions and sports events. It is an expectation that classroom teachers will keep an accurate record via Compass of all returned permission forms and that the Office will retain the completed forms. Any Child's work will only contain a child's given name.

Scoresby Primary School will use student images reasonably, appropriately and sensitively, consistent with our obligations under the Child Safe Standards and our school's Child Safety Policy. If at any time a parent/carer or student has a concern about the use of any images they should contact the Principal on 9763 7484.

In addition to the processes outlined below, parents/carers can contact the administrative staff in writing by sending an email to scoresby.ps@edumail.vic.gov.au at any time to withdraw their consent for any future collection, use or disclosure of images of their child. However:

- if the images have already been published and are in the public domain, it may not be possible for consent to be withdrawn
- There may be occasions when the school will record whole of school or large group events [and make those recordings available to the school community through DVD sales etc], such as the school concert, graduation nights, sports events and if your child participates, they may appear in these recordings which will be available to the whole school community
- The school can still collect, use and disclose images in circumstances where consent is not required (see below for more information)

Official School Photographs

Each year Scoresby Primary School will arrange for a professional photographer to take official school photographs of students. This will generally involve both class photos and individual photos being taken.

Official school photographs may be:

- purchased by parents/carers
- used for school identification cards
- stored on CASES21 for educational and administrative purposes

Scoresby Primary School will notify parents/carers in advance of the official school photographs being taken to give them an opportunity to decide whether their child will be included in the official school photographs.

Parents/carers who choose to opt-out of having their child participate in official school photographs must contact the school office via email before the date that the photos are scheduled to be taken, to advise that their child will not participate. There is no obligation on any parent or carer to purchase any photographs taken.

Images for use and disclosure within the school community and ordinary school communications

From time to time Scoresby Primary School may photograph, film or record students to use within the school community, including:

- in the school's communication, learning and teaching tools (for example, emails or classroom blogs that can only be accessed by students, parents or school staff with passwords e.g. Compass)
- for display in school classrooms, on noticeboards, on the TV in the school foyer
- to support student's health and wellbeing (e.g. photographs of pencil grip to assist in OT assessments)
- use in the school magazine

A Consent Form and Collection Notice will be distributed to parents/carers upon enrolment.

Images to be used or disclosed outside the school community

External use or disclosure by the school

Photographs, video or recordings of students may also be used in publications that are accessible to the public, including:

- on the school's website (including in the school newsletter which is publicly available on the website)
- on the school's social media accounts –including Facebook

The Consent Form and Collection Notice also covers these types of uses and will be distributed to parents/carers. We will notify you individually if we are considering using any images of your child for specific advertising or promotional purposes.

Media

The media, or the Department of Education and Training's media team, may seek to photograph, film or record students for a news story or school event. This may include broadcast media, online or social media or print media, including newspapers and magazine publications.

When our school receives such requests Scoresby Primary School will:

- provide parents/carers with information about the organisation involved and when/for what purposes the photography, filming or recording will occur
- seek prior, express parent/carer consent in writing.

Students will only be photographed, filmed or recorded by the media at school if express consent is provided for that specific media event. Neither the school nor the Department own or control any photographs, video or recordings of students taken by the media.

Other external collection, use or disclosure

If there is a situation which will involve the collection, use or disclosure of images of students by or to third parties which is not otherwise covered by this policy, Scoresby Primary School will:

- provide parents/carers with information about the event or activity, the organisation involved and when the photography, filming or recording will occur
- seek prior, express parent/carer consent in writing.

School performances, sporting events and other school approved activities

Scoresby Primary School permits parents/carers, students and invited guests to photograph, film or record school performances, sporting events and other school-approved activities.

Scoresby Primary School requests that parents/carers, students and invited guests who photograph, film or record school activities only do so for their own personal use and do not publish the images in any form, including on social media, without the prior consent of persons whose children also appear in the images.

Neither the school nor the Department own or control any images of students taken by parents/carers, students or their invited guests at school activities.

Images to manage student behaviour or fulfil our school's legal obligations

Rarely, it may be necessary for school staff to photograph, film or record students when necessary to:

- fulfil legal obligations, including to:
 - take reasonable steps to reduce the risk of reasonably foreseeable harm to students staff and visitors (duty of care)
 - provide a safe and suitable workplace (occupational health and safety law)
- for identification purposes, when necessary to implement discipline and/or behaviour management policies.

Scoresby Primary School does not require or obtain consent from parents/carers or students to photograph, film or record students for these reasons. However, when Scoresby Primary School photographs, films or records a student for any of these purposes, staff will only collect and use such images in a way that is reasonable and appropriate in the circumstances.

Staff use of Personal Devices

School staff may use the school or their own personal devices to capture images of students for reasonable and legitimate educational purposes. If this occurs, staff are expected to upload the images to the school data base and delete the images from their device within a week of the images being captured

FURTHER INFORMATION AND RESOURCES

School Policy and Advisory Guide: [Photographing and Filming Students](#)

REFERENCES

<http://www.education.vic.gov.au/school/principals/spag/Pages/spag.aspx>

EVALUATION

This policy will be reviewed in accordance with the Scoresby Primary School Policy Review Timeline more often if necessary due to changes in regulations or circumstances.

Ratified by School Council:	17 th October 2019
Signature School Council President	
Review Date:	2023